

## ***California 5 a Day Retail Program Advisory Board Meeting***

*California 5 a Day Plus Physical Activity—for Better Health! Campaign* helps people understand that they should eat 5 servings of fruits and vegetables and get 30 minutes of physical activity everyday because it is fun, it feels better and they'll live healthier, longer lives.

### Retail Program Objective

To increase awareness of 5 A Day messages through outreach at the retail store level.

---

August 7, 2001

Meeting convened at 8:45 a.m.

Candice welcomed the attendees to the Retail Program Advisory Meeting.

Attendees included:

1. Desiree Backman, Cancer Prevention and Nutrition Section
2. Candice Blackmoore, Cancer Prevention and Nutrition Section
3. Jean Dickinson, Hill and Knowlton
4. Sharon Eghigian, California Association of Food Banks
5. Terry Witzel, Second Harvest Food Bank
6. Kim Wade, California Association of Food Banks
7. Sue Foerster, Cancer Prevention and Nutrition Section
8. Lee Mercer, Second Harvest Food Bank
9. Ed Odron, Produce Marketing Services
10. Dave Parker, California Tree Fruit Agreement
11. Claudia Ponder, Lawrence and Ponder
12. Barbara Wartman, Lawrence and Ponder
13. Danielle Blacet, Western Growers Association
14. Christine Aguiar, California Pear Board
15. Robin Lucky, Regional Retail Specialist, Produce for Better Health Foundation
16. Martha Montoya, Consultant
17. Cindy Plummer, California Table Grape Commission
18. David Quackenbush, Cancer Prevention and Nutrition Section
19. Frank Buck, Cancer Prevention and Nutrition Section

Candice presented an overview of retail activities completed since the last meeting in December. The overview included samples of the new retail designs incorporating the 5 A Day brand. A PowerPoint slide presentation provided at the meeting describes each course of action and the accomplishments achieved to date.

A presentation by Kim Wade, Sharon Eghigian and Terry Witzel of the Northern California Association of Food Banks highlighted the organizations Fruit and Vegetable Initiative, which seeks to obtain more produce for distribution from wholesalers in the industry throughout the state.

Candice then presented a preview of 2003 retail activities as outlined in the USDA Year 07 Plan. The overview included partnership development, research and evaluation and merchandising and promotional activities. A handout was provided to attendees highlighting each key activity.

- A discussion was initiated during the presentation about the need for 5 A Day to focus on the Asian population, especially in the Bay Area. The need to promote healthy eating to this population is growing. It was shared by 5 A Day staff that while an Asian focus has been considered, the complexity of the linguistic needs that are so diverse in this population make effective program development very difficult. While an Asian 5 A Day is not currently in development, it is in consideration for future development, and more research is needed before a determination can be made.

Desiree followed with highlights for National 5 A Day Week in September. Attendees were encouraged to attend the event at the Capital on Monday, September 23, 2002. Activities will include California's largest salad bar, a Governor's Proclamation, a fruit and vegetable map of California and highlights from the release of a new report from the Department of Health Services.

Frank Buck then introduced the new partnership and policy development staff member for the Cancer Prevention and Nutrition Section, David Quackenbush. He will help the team in facilitating policy development in each of the key areas of the section. His attendance at this meeting provides him with an overview of the Retail Advisory Board membership which will help him as he works to develop the Joint Steering Committee.

The team then moved into the Navigation Session, designed to assist 5 A Day staff in gathering feedback on the course of action presented. The focus of this Navigation Session was Partnership Development. Highlights included:

- Due to the difficulty in maintaining strong participation from corporate supermarket chains, partnership development efforts for the Retail Advisory Board should focus on corporate Directors of Nutrition. These individuals will be most likely to champion the 5 A Day cause in the store and be more likely to work collaboratively on disseminating the message.
- Another area of focus for the Retail Advisory Board should be the industry wholesalers and food service distributors. These organizations manage a variety of independent stores and food service locations that would help the program maximize its exposure. These organizations would also be most receptive to collaborative efforts promoting the 5 A Day message.
- Other links include expanding the partnership with the California Restaurant Association on promoting the 5 A Day message through their foodservice locations. As restaurant activities become more of a focus for the Retail Program, the CRA may be a key partner.
- A suggestion to approach commodity boards and produce organizations to present to the group ways in which 5 A Day can work with them was made. Commodity groups in the room noted the challenges of presenting to the groups as a whole due to limited agendas, but did feel that individually approaching the marketing staff would be beneficial. It was encouraged that a list of "needs" be developed

that outline what we would be looking for from the boards in order to facilitate partnership opportunities.

- Promotional ideas for store managers included adding in-store radio to the CD-ROMs. This offers the retailer the ability to tag a 5 A Day message with a store promotional message.
- The food bank representatives identified some partnership ideas for connecting local food banks with 5 A Day local agencies. Further discussion was requested. Materials provided to the distribution centers have been very well received, and the need to do more was encouraged.
- It was also suggested that as the UC Davis food stamp outreach project rolled out, to connect the researcher on the project to the food banks at the local level, because many of the agencies do this type of outreach work already.
- In terms of additional promotional ideas, it was suggested that 5 A Day look into placing messages on tape registers and Catalina machines. An extension of this idea included adding food stamp messages to a CD-ROM that could easily be added to in-store materials.

The meeting concluded at 1:00 p.m.